RJ REYNOLDS
TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #356150
Mr. H. Bowen
LAVIN CANDY CO.

APRIL: DORAL B1G1F / PROMOTION #800219

Dear Harry:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 30 skus of B1G1F Displays (Item #540971) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25184	1
Ult Light 100	12300-25185	1
Lt Box 100	12300-25189	1
FF Box 100	12300-25188	1

DISPLAY DETAIL (#540971)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:	March 23, 1998
Ship Date to Retail:	Week of: April 6, 1998
SKU CUBE :	0.4670
SKU WT (w/o Product):	1.0600 lbs
Retail Sales Offer per Sku:	20 Offers
Billing per Sku:	2 Savings Cartons
EFT $ Amount:	$252.53

PARTNERS 'BONUS' REPORTING DESCRIPTION	'DOR APR B1G1F'

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).* SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
*4 CARTONS; ONE CARTON EACH STYLE:
DORAL MEN LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$19.60 (1.4 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162301
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER PACKING INSTRUCTIONS

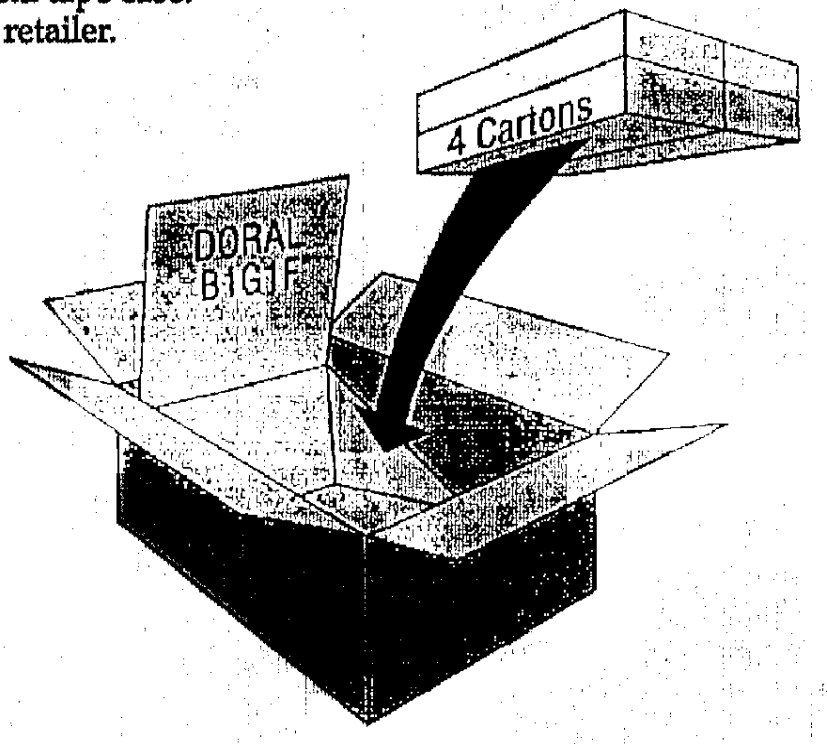
VALUE ADDED PROMOTIONS 2ND QTR.'98

April DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item# 540971
Promotion Reporting Description: DOR APR B1G1F

Brand Style	MEN LT 100	ULT LT 100	LT BOX 100	FF BOX 100		
Number of Cartons	1	1	1	1		

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DORAL

Deal
Buy 1-Get 1
Promotion!

51844 8500

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WHOLESALER : 356150 LAVIN CANDY CO., INC. <DIRECT>
TEMPLATE : 800219 80400 DOR APR B1G1F
TEMPLATE SEQ : 0046
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162323	178080	NORMANS GROCERY	ST REGIS AVENUE	BLOOMINGDALE	NY	12913	2				(518)891-1890
162201	162323	767109	E-M MARKET	156 BROADWAY	SARANAC LAKE	NY	12983	2				(518)891-2485
162201	162323	619806	CODY'S GROCERY	2946 MILITARY TUR	WEST CHAZY	NY	12992	1				(518)561-6858
162301	162323	402300	ST DENIS GROCERY	120 CORNELIA ST	PLATTSBURGH	NY	12901	1				(518)561-9369
162301	162323	568572	EXPRESS LANE	20 BROAD ST	PLATTSBURGH	NY	12901	3				(518)561-5644
162301	162323	679124	BYRD'S COUNTRY STOR	38 STATION RD	WILLSBORO	NY	12996	1				(518)963-7277
162301	162323	752635	SMOKE-N-NEWS EMPORI	5155 US AVE	PLATTSBURGH	NY	12901	1				(518)563-8220
162301	162323	787715	BORDERVIEW GROCERY	208 RIDGE RD	CHAMPLAIN	NY	12919	1				(518)298-3050
162301	162323	498171	SOUTHSIDE GROCERY	4788 CRETE BLVD	PLATTSBURGH	NY	12901	1				(518)561-6788
162301	162323	177844	FRECHETTES GROCERY	266 MARGARET ST	PLATTSBURGH	NY	12901	1				(518)563-1920
162301	162323	177852	LOUS GROCERY	38 SAILLY AVE	PLATTSBURGH	NY	12901	1				(518)563-6061
162301	162323	177788	CHUCK WAGON	121 BRINKERHOFF S	PLATTSBURGH	NY	12901	1				(518)563-6300
162301	162323	177790	VILLAGE MEAT MARKET	ESSEX ROAD	WILLSBORO	NY	12996	1				(518)963-8612
162301	162323	767981	BILL'S MINI MART	ROUTE 22B BOX 8A	MORRISONVILLE	NY	12962	1				(518)561-8500
162301	162323	177923	H ROCKS GROCERY	959 ROUTE 22B	SCHUYLER FALLS	NY	12985	2				(518)643-8028
162301	162323	226793	LEWIS TRADING POST	ROUTE 9N	LEWIS	NY	12950	2				(518)873-9935
162302	162320	508066	SHARKEY'S II	WICKER STREET	TICONDEROGA	NY	12883	2				(518)585-3577
162302	162320	766966	SHARKEY'S I	MONTCALM	TICONDEROGA	NY	12883	1				(518)585-7527

PAGE BREAK TOTAL ACCOUNTS 18 TOTAL QUANTITY 25

TEMPLATE TOTAL ACCOUNTS 18 TOTAL QUANTITY 25

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